



Commercial Street Historic District *Strategy For Success*

Presented to

The Commercial Street Task Force

July 29, 2009

Purpose of Strategy

- Framework to revitalize Commercial Street
- Investor confidence and context
- Resolve existing conflicts on Commercial Street through economic development
- Provide entertainment opportunity on Commercial Street and create an arts and live music destination
- Create a distinct arts/mixed-use district
- Provide a tool for leadership

Vision Statement

- *The future Commercial Street District will be a safe and inviting mixed use area with live music, restaurants, office, and retail, while providing a quality environment for residential living, both in the district and the surrounding neighborhoods. It will be built on the current regional market opportunities while drawing on historic elements of the past to play a unique role in the growing regional economy. It will appeal to a diverse customer base and be “everybody’s neighborhood” as envisioned for Center City in Vision 20/20 providing a memorable experience for all.*
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Vision Statement continued...

- *The district will be unique and creative as well as progressive while adhering to its authentic historic roots. It will be beautifully landscaped with trees and plants creating vibrant public space which is inviting for outdoor dining. Social services agencies and their clients will be integrated into the fabric of the street and provide a positive contribution to the economy. There will be strong physical and visual connections to downtown, Jordan Valley Park, and the rest of the community.*



Existing District

- Created by arrival of railroad in 1870's
 - Six lineal blocks
 - National Register Historic District
 - Once the vibrant commercial center for Springfield
 - 1970's revival - Lindberg's & Buffalo Bar
 - 1980's social service establishment
-



Commercial Street Historic District

Colorful Past...Bright Future

The amazing thing about C-Street's past is that it also reflects her future. When the first trains came in 1870, her passenger depot (left center) brought people; her freight depot delivered stoves, dry goods, tools, farm supplies, building materials, even musical instruments...everything needed for this bright "Newtown." As the name indicated, it was the center of commerce, culture (boasting 5 theaters at the turn of the century) and opportunity. New businesses thrived; taverns flowed with spirit as the nearby railroad transformed the sleepy, rural community that had defined Springfield into the diverse, metropolitan area we enjoy today.



Commercial Club of Springfield

"Nurturing the Future by Preserving the Past"
6:00pm, First Tuesdays, 299 East Commercial

Commercial Club 1930



Existing District Continued

- Continue decline
- Structural failure
- *Perception* of unsafe
- Strong loft market and development
- Lacks relevance in regional economy



Existing District Continued

- Positive outlook
 - Several hearty pioneers
 - Many dramatic urban revitalization efforts began from a low point
 - 12 new businesses since January 2008
 - Askinosie, Big Momma's, Fusion Glass and The Style celebrating 2 years this May
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Economic and Social Goals

- Economic development and revitalization through a mixed-use environment with an emphasis on a few live music venues. The district should provide the opportunity for people to socialize in private establishments and public spaces and enjoy themselves in a safe, clean environment.
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Future District Description

- Follow downtown model...begin with music venues (Downtown Idea Exchange)
 - Plan for impacts of entertainment
 - “Split Use” district with different character before and after 10:00 pm
 - Artisan (handcrafted, ie: food products and other artistic products)
-

Future District Description Cont.

- Residential
 - Restaurants, cafes, bars & clubs
 - Coffee houses
 - Community radio station
 - Recording studios
 - Music equipment stores
 - Personal services/healthy lifestyle (PMTC)
-

Future District Description Cont.

- Retail music stores
- Art and craft galleries
- Antique shops
- Gift shops
- Other retail



Future District Description Cont.

- Farmers market
- Public open space
- Festivals and events



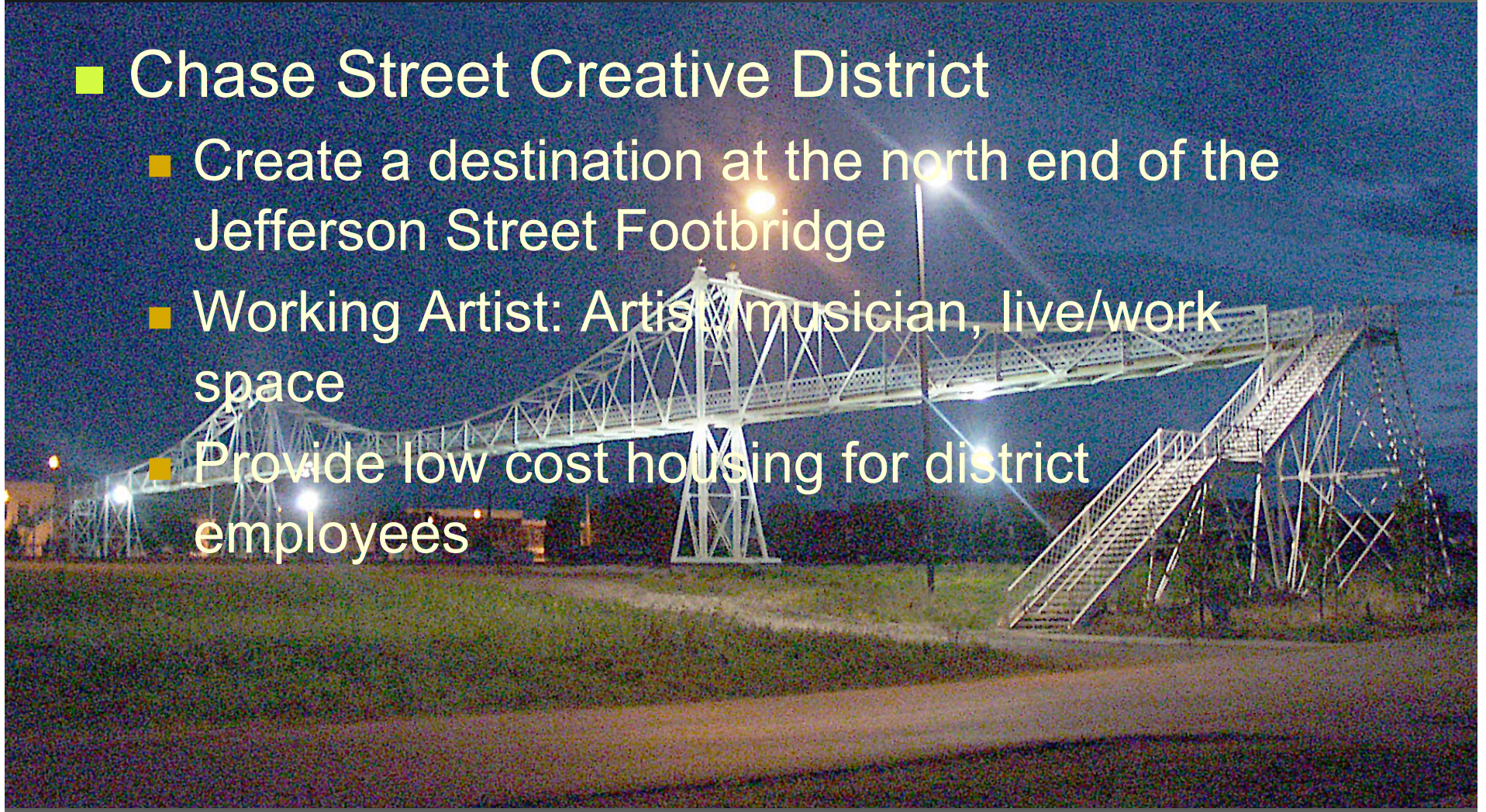
The C-Street Jam

Annual music festival to support the Vision and promote economic development



Artist Live-Work District

- Chase Street Creative District
 - Create a destination at the north end of the Jefferson Street Footbridge
 - Working Artist: Artist/musician, live/work space
 - Provide low cost housing for district employees



Elements of Success

- Investor confidence
 - City Council support
 - Management & Marketing (CID)
 - Inclusive plan with a diverse merchandising mix
 - Experienced, successful business people
 - Proactive rather than reactive (HRP)
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Elements of Success Cont.

- Financial incentives
 - Specially trained community police team (COP)
 - Responsible hospitality (HRP)
 - Emphasize historic character
 - Working with social service providers
 - Definable noise standards
 - Comprehensive parking plan
 - Public spaces
-

Public Multi-Use Space

- Footbridge Plaza:
 - Tourists Destination
 - Concerts and Events
- Footbridge Parking Lot:
 - Farmers Market
 - Parking
 - Concerts and Events
 - Public Gatherings



Management Organization

- Urban Districts Alliance (UDA)
 - Commercial Club
 - Safety and security
 - Cleanliness
 - Responsible hospitality
 - Marketing and promotion
 - Special events
 - Appropriate merchandising mix
 - Collaboration between interest of business, residents, police and government
-

Management Organization Cont.

- Facilitate collaboration between interests of community, business, residents, police and government.



Management Organization Cont.

UDA manage in concert with downtown:

- Responsible hospitality
 - Business attraction
 - Transportation
 - Marketing and promotions
 - Selected special events
 - Coordination between Center City districts
-

Responsible Hospitality

- Hospitality Resource Panel (HRP)
- “Best Practices”
- Incentives
- Penalties through licensing/zoning
- Liquor Ordinance to fulfill strategy



Merchandising Mix

Analysis of 6 districts*

■ Live music	10%
■ Restaurant/pub	22%
■ Small food service	8%
■ Art/creative	12%
■ Salon & personal	5%
■ Music related	2%
■ Antique/flea mkt.	4%
■ General business	13%
■ Misc. retail	24%

* *Carson St in Pittsburg, Brick town in OK City (UDA trip), U City Loop Saint Louis MO, The Hill in Bolder CO, downtown Seattle Pioneer Sq*

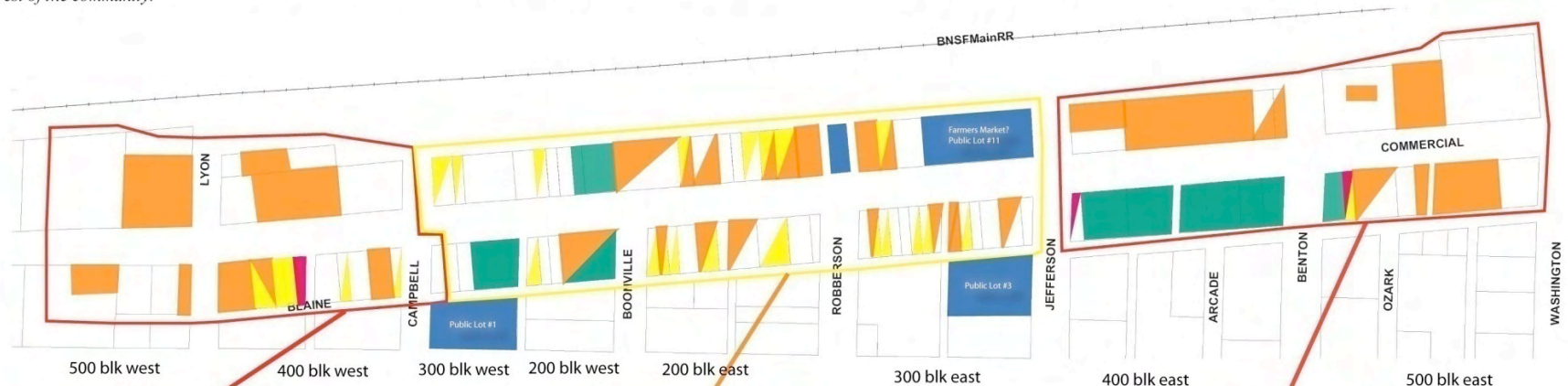
Sub-Districts & Merchandising Mix

Commercial Street Concept Plan

Vision

The future Commercial Street District will be a safe and inviting mixed use area with live music, restaurants, office, and retail, while providing a quality environment for residential living, both in the district and the surrounding neighborhoods. It will be built on the current regional market opportunities while drawing on historic elements of the past to play a unique role in the growing regional economy. It will appeal to a diverse customer base and be "everybody's neighborhood" as envisioned for Center City in Vision 20/20 providing a memorable experience for all.

The district will be unique and creative as well as progressive while adhering to its authentic historic roots. It will be beautifully landscaped with trees and plants creating vibrant public space which is inviting for outdoor dining. Social services agencies and their clients will be integrated into the fabric of the street and provide a positive contribution to the economy. There will be strong physical and visual connections to downtown, Jordan Valley Park, and the rest of the community.



West End - Higher Intensity Uses

Live Music	4
Restaurants	2
Pubs	2
Bars	2
Art	4
Specialty Food	2
Salon/Personal	2
Music Related	2
Gen Business/Retail	3

Central - Moderate Intensity Uses

Live Music	1
Restaurants	6
Pubs	3
Bars	3
Art	6
Specialty Food	4
Salon/Personal	4
Antique Flea	6
Gen Business/Retail	17

East End - Higher Intensity Uses

Live Music	4
Restaurants	2
Pubs	1
Bars	2
Art	2
Music Related	1
Gen Business/Retail	5

Phasing of District Development

- Live music
- Bars & pubs
- Restaurants
- Coffee shops & specialty food
- Arts & crafts
- Recorded music, instruments, recording studios,
- Retail, personal services, and general business



Working Together

- Austin and Philadelphia model
 - Work with existing social service providers
 - Employment opportunity
 - Keep district clean
 - Project positive image
 - Appropriate ordinances and security
-

Security



- Center City Community Policing Team
- Proactive about clean, safe, and friendly
- Recruit those who want to work here
- Incentives
- Police enforce liquor ordinance
- Participate in HRP
- Crime prevention through environmental design
- Develop safety plan with appropriate departments

Community Policing Concept

- Collaborative partnership involving the community, police, Commercial Club, businesses, property owners, neighborhoods, and city government.
- More than enforcement:
 - Ambassadors for the district
 - Keeping the peace
- Review and enforce “Quality of Life Ordinances”
 - Panhandling
 - Public Elimination
 - Litter
 - Trespassing
 - Shelter impacts



Clean District



- Enhanced services for cleaning
 - Centralized waste management
 - Contract with social service providers
 - Utilize CID funding
-

Market Demand

- 80 mile trade area
 - Over \$260 million spent on entertainment
 - Over 900,000 people
 - Over 600,000 adults
 - To be updated with 2010 census
-

Market Demand

Visitor market

- \$1.1 million in hotels
- \$600 million
- 62% Visit Bass Pro
- 33% Visit Battlefield Mall



Live Music Demand

Survey in April 2005 (typical week)

- 4,651 attended live music
 - 31 Springfield music venues
 - Less than one percent of adults attending live music
 - Less than one more percent will double attendance
-

Parking

- Over 300 public spaces currently
 - Need an additional 650
 - Shared parking
 - “Frisco Lane” 200 spaces
 - Consolidate land south of C-Street
 - Commercial Club request: Comprehensive Parking Study
-

Transportation

- Create a safe pedestrian and bicycle-friendly environment
- Enhance transportation for the social crowd
 - Improve cab service
 - Cab Stands
 - Quality and availability
 - Trolley connecting downtown, JVP, and Commercial Street
 - Investigate having “Night Riders”
 - Late hour bus service



Streetscape

- Create a strong connection along Boonville to Park Central Square. Use streetscape elements, signage, banners, and other signature elements.



Financing



- Consider:
 - Community Improvement District - **ESTABLISHED**
 - Redevelopment Plan
 - Neighborhood Revitalization Strategy
 - TIF District – **ESTABLISHED**
 - MODESA Light
 - Transportation Development District
 - CDBG
 - Tax Credit Programs (Historic, Brownfields, Enhanced Enterprise Zone, Energy, Housing)
 - Community Policing Grant with U.S. Dept. of Justice
 - Weed & Seed Grant

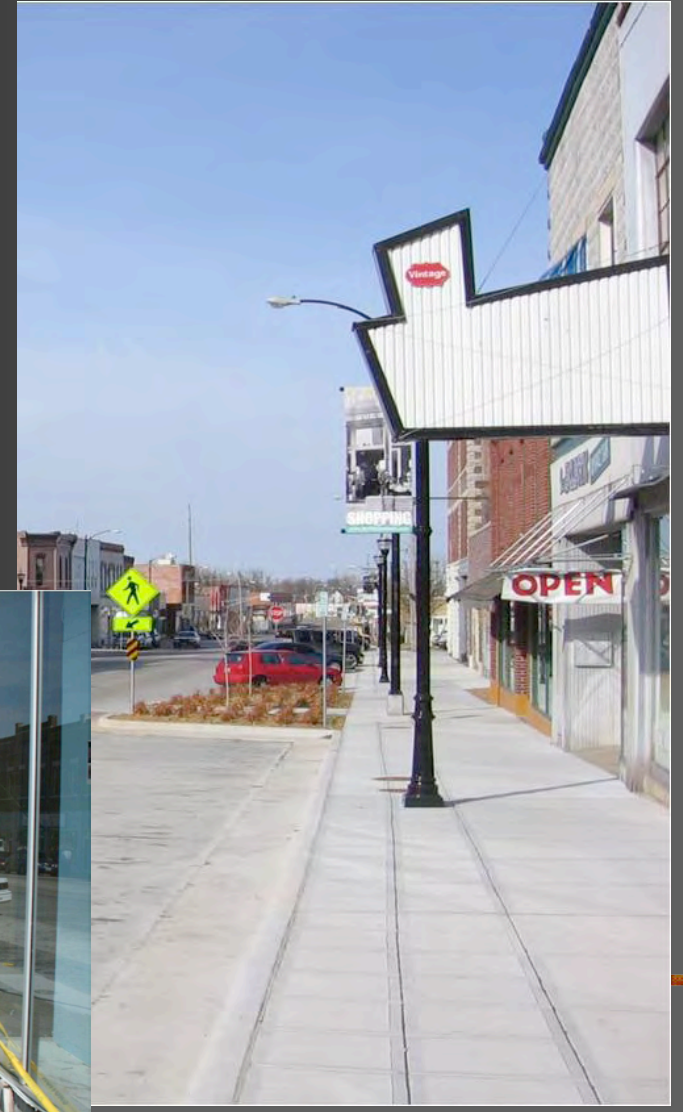
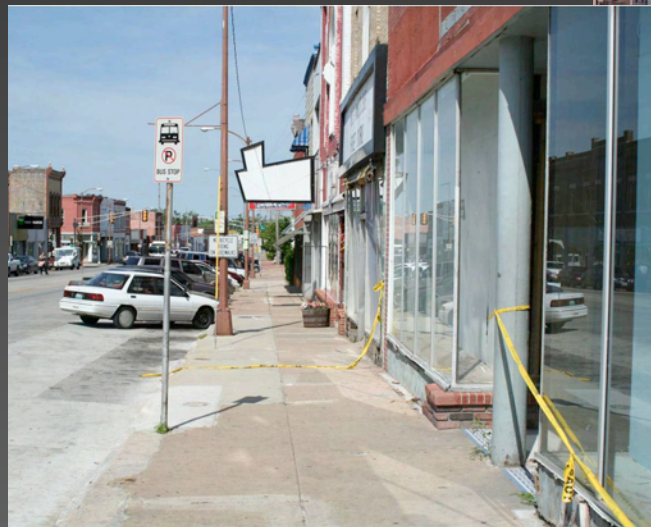
Financing Mechanisms For

- Management
 - Marketing
 - Parking
 - Streetscape
 - Incentives
 - Strategic Planning
-

Financing Alternatives

Streetscape

- CDBG
- ¼ cent
- TIF



Financing Alternatives

Business & Investor Incentives

- CDBG
 - Small Business Development Loans
 - Acquisition
 - Rehabilitation
 - Equipment (limited)
 - Facade Loans
 - SFDC
 - Tax Abatement
 - Business Incentive Program – New!
-

Financing Alternatives

Tax Credit Programs

- State and federal historic
 - Low income
 - Rebuilding Communities (distressed)
 - Brownfields
 - Energy
-

Next Steps

- Hire a UDA staff person to facilitate implementation - **COMPLETE**
 - Finalize & implement financing
 - TIF – **ESTABLISHED BY COUNCIL**
 - CID – **ESTABLISHED BY COUNCIL**
 - Business Incentive Program – **ESTABLISHED BY COUNCIL**
 - Marketing plan
 - Redevelopment plan
-

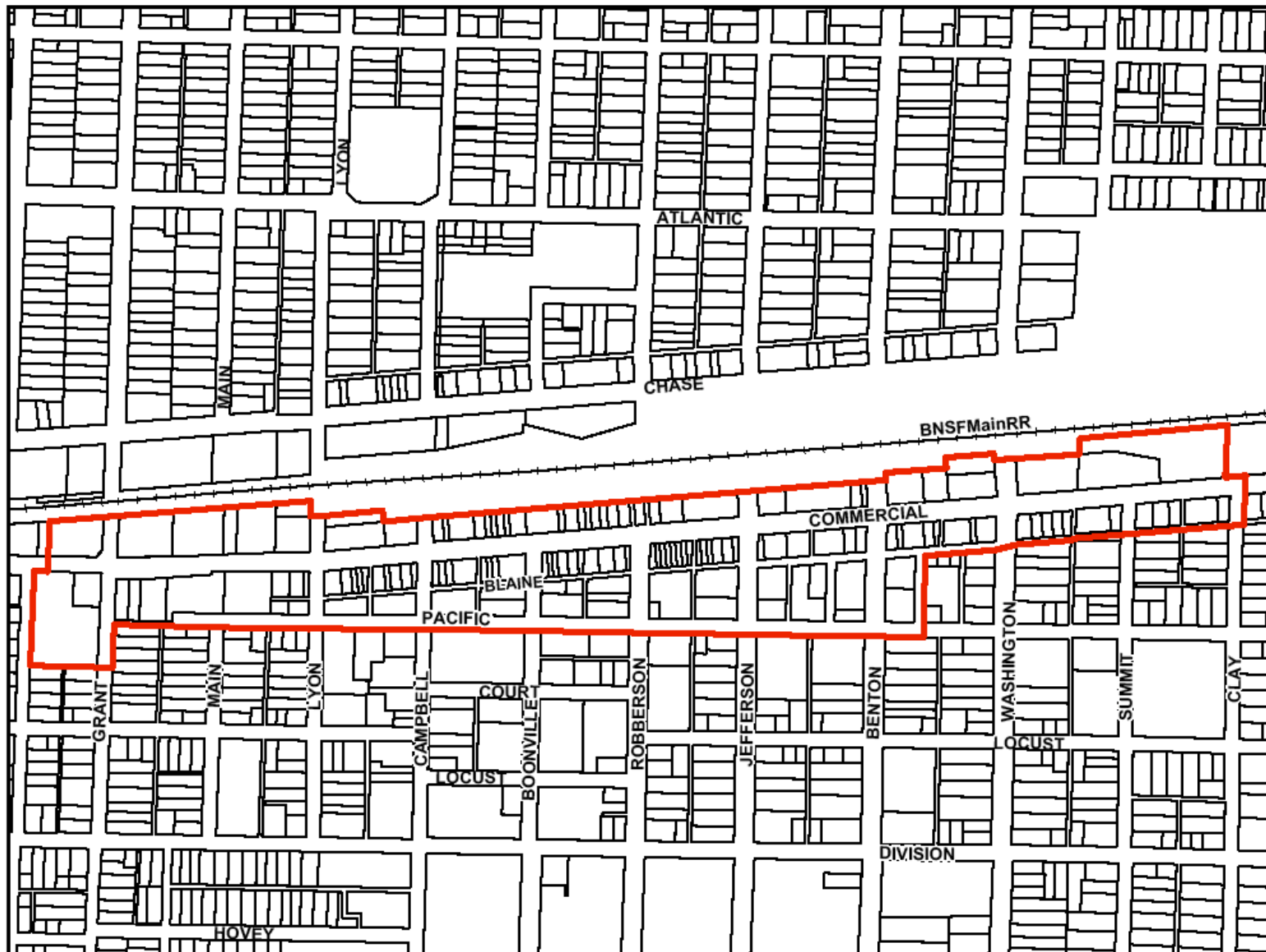


Figure 1

Proposed Redevelopment
Area and Redevelopment
Project Area

Commercial Street
Tax Increment
Financing
Redevelopment Plan
Springfield, Missouri

November 1, 2007



0 200 400 800 Feet

Scale: 1:4,500

Legend

- TIF Boundary
- Parcels



Department of
Planning and Development

DISCLAIMER

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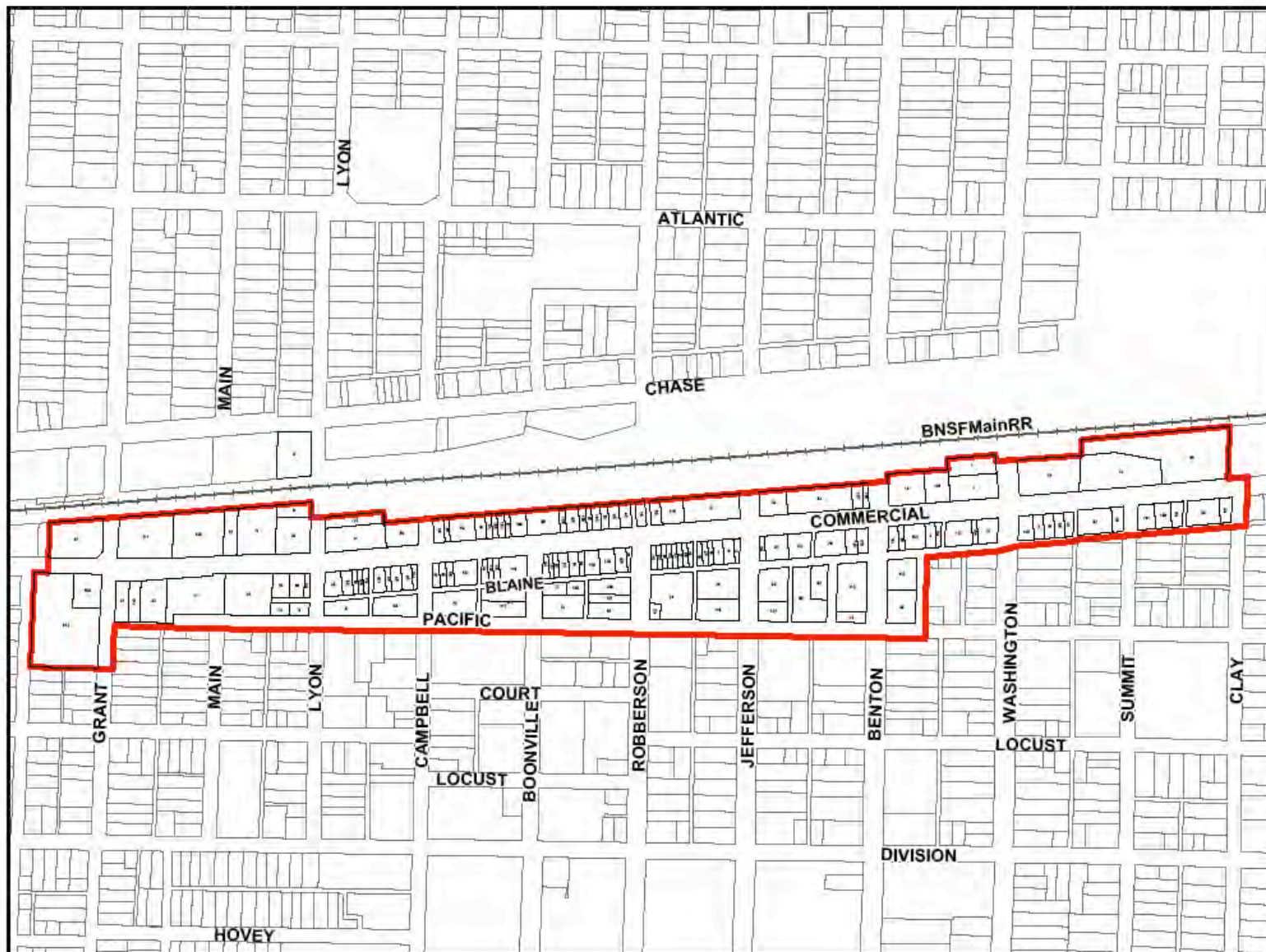


Exhibit B1

Proposed Community
Improvement District
Boundary

Commercial Street
Community
Improvement District
Springfield, Missouri

March 1, 2008



0 200 400 800 Feet

Scale: 1:4,500

Legend

- CID Boundary
- Parcels



Department of
Planning and Development

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Commitment to Sustainability

- Commercial Club Green Resolution - **COMPLETE**
 - EPA Sustainability Pilot – **In Process**
 - Commercial Club building restoration
 - Intact Streetscape (150 year old district)
 - Recycling Containers
 - C-Street Market (Year 4)
 - Bicycle Racks
 - Herbs in landscaping
-

Questions and Comments?

